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Kellogg's Great Crops of STRAWBERRIES

and OTHER FRUITS



a Basket of
DORSETT
SEE PAGE 8

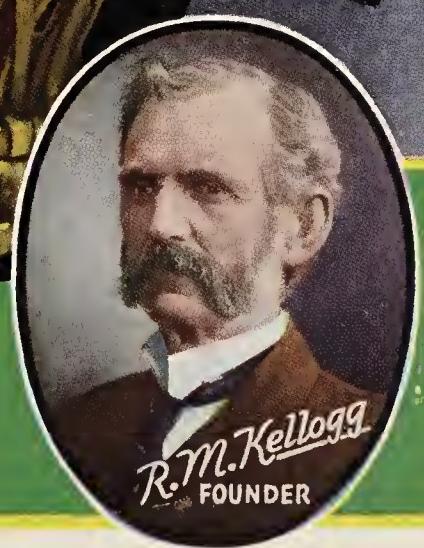
PUBLISHED BY
R.M. Kellogg Co.
THREE RIVERS, MICH.
U.S.A.

R.M. KELLOGG

Founder of Our Company

— the "Grand Old Man of Strawberries" and the
Originator of the Thorobred Pedigree Idea

Buying of His Company Assures You of Plants
That Make Big Profits



Gem (BISexual)

GEM PRICES

25	\$.075
50	1.29
100	1.75
200	2.75
300	3.75
400	4.75
500	5.75
1000	9.95

A Good Way to Order

is offered you in Kellogg's Ever bearing Garden described at the right. This plan saves you money.

Kellogg's

Big Jumbo Mastodon

STRAWBERRIES IN THE FALL

For Those Who Want The Best

MASTODON and GEM PRICES

25	\$.075
50	1.29
100	1.75
200	2.75
300	3.75
400	4.75
500	5.75
1000	9.95



Every Kellogg Mastodon plant must reach you in good growing condition or your order refilled free. See guarantee on page 32.



Umm! Wouldn't a nice, delicious strawberry shortcake taste good in October? These fine varieties continue to fruit heavily right up until frost, and often are to be had even as late as November—"When the frost is on the pumpkin, and the fodder's in the shock."

R. M. KELLOGG CO.
Three Rivers, Mich.

the Mighty new Everbearer

Gem is the mighty new everbearer that now takes first place among all fall-bearing strawberries and threatens to rob standard or June-bearing varieties of their early summer supremacy. Millions of dollars will be made from this wonderful variety by growers in the next few years. So do not delay in ordering your supply of plants immediately. Prompt action will get you "in on the ground floor" so that the earliest profits, which are always the biggest, will be yours.

A grower in Northern Michigan discovered this amazing variety among a patch of everbearers and it was so outstandingly different and better than any other variety he had ever seen that he began propagating plants immediately. He found that the variety not only had wonderful eating qualities and wonderful marketing qualities—both unusual in an everbearer—but he found, too, that the plants could be propagated readily. Hence, now this new low price.

The plants are healthy, hardy, drought resistant, easily grown and productive. You will find Gem outyielding all your other everbearers and competing strongly with standard varieties in June.

A few Kellogg's Gem plants will give you large quantities of choice berries this summer and fall. It is bi-sexual and does not require mating. By all means add this wonderful new everbearing variety to your order.

KELLOGG'S—
For Those Who
Want the Best.



Kellogg's Everbearing Garden

2 Varieties, 200 Plants	\$3.50 Value for Only \$2.85
100 Mastodon	\$1.75
100 Gem	1.75
Regular Price	\$3.50
Special Price	2.85
YOU SAVE65

Extra Heavy-Bearing Strain

Don't forget Kellogg's Mastodon is an improved extra heavy-bearing strain that has been known to produce nearly double other Mastodon plants, even under the hard, trying conditions of 1934's drought. Not one drone in a thousand. Will produce for you the biggest crop of big, fancy berries you ever have grown. Fruits this summer and fall.

Hardy, strong grower; heavy yielder of big, bright red berries. Fruits 3 months after planting. Continues to fruit heavily until lightly freezing weather. Gives 3 big crops in 18 months. Berries extra large with splendid flavor. Easily grown. Requires no special care. Extra good for home gardens and the very best everbearer for market.

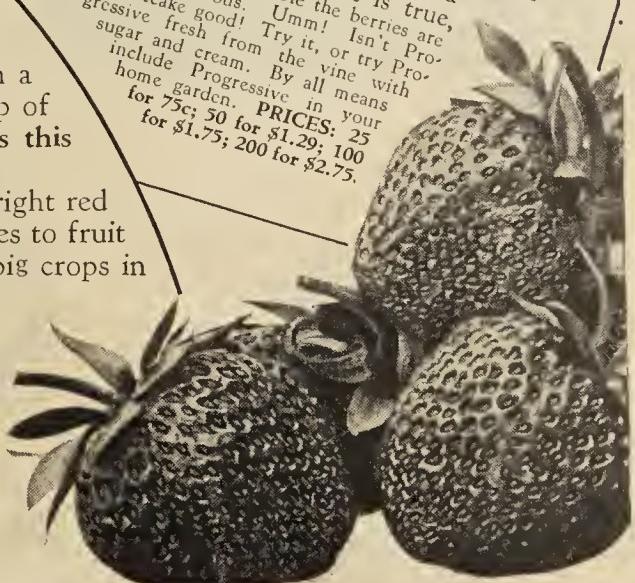
PRICES: 25 for 75c; 50 for \$1.29; 100 for \$1.75; 200 for \$2.75; 300 for \$3.75; 400 for \$4.75; 500 for \$5.75; 1000 for \$9.95.

The picture at the left shows what a basket of Kellogg's Big Red Gem looks like—all dolled up and ready for market. Gem berries always bring a good price because they are beautiful in color and shape and taste better, too, so that your customers always come back for more.

Gem berries are firm and solid and stand shipping and marketing well, comparing with many standard varieties in this regard. They retain their bright sparkling color long after picking. Do not bruise easily. They are sweet, luscious and delectable.

Progressive Mild Delicious.. Best for table use

Delicious! That is what makes Progressive really the most worth-while of all everbearing strawberries for home use. It is surpassed by some others as a shipping and marketing variety, it is true, but direct from the vine to the table, the berries are honey-sweet and luscious. Umm! Isn't Progressive shortcake good! Try it, or try Progressive fresh from the vine with sugar and cream. By all means include Progressive in your home garden. PRICES: 25 for 75c; 50 for \$1.29; 100 for \$1.75; 200 for \$2.75.



The First Half

When you buy fruit plants you are in reality hiring someone else to do the most important part of your work for you—the growing of the plants. You really give this person your money to spend, and you must see that the spending is well managed.

Undoubtedly we could save you a little money in the beginning if we left out some of these operations, but every operation has its direct beneficial result on the plants and on your final profits.

See how your money is spent to your advantage when you order plants of Kellogg—so that you will have big profits—not small initial savings. Kellogg's methods make Kellogg plants the cheapest plants you can buy.

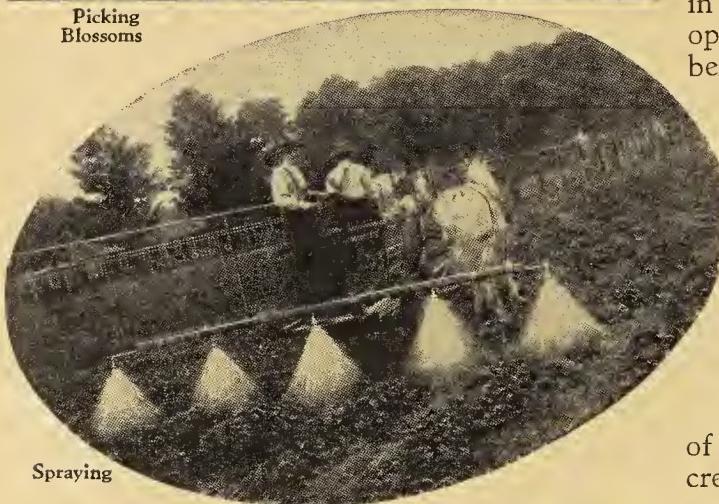
By picking blossoms we keep fruiting power in the plants for you. By spraying we keep your plants healthy. By rotation of crops and plowing under green crops we create a healthful environment for the bringing up of your plants and provide healthful, nourishing food that makes them vigorous and robust. Kellogg plants have "get-up-and-go."

Irrigating, too, has its profitable effects—makes Kellogg plants capable of producing more money for you at fruiting time. Read this letter from Mr. Frazer of Kansas who bought plants of us in 1935:

"The Strawberry plants arrived in excellent shape, being well packed. Different ones who have seen them say they are the finest they ever saw. The home-grown plants are of very poor quality here this year."



Picking Blossoms



Spraying



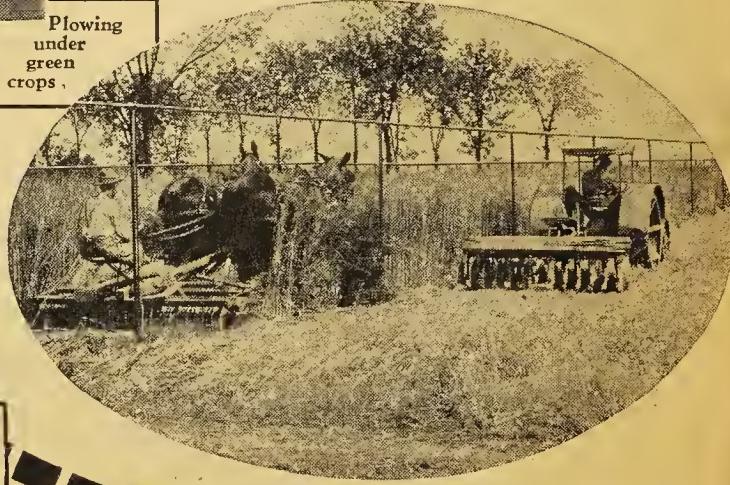
Here is a picture of a Kellogg Thorobred Strawberry Plant as it came out of the ground. Note the strong, vigorous root system and general appearance of health and vigor. Such are the plants we grow for you.

Now,
Kellogg
Plants
are
priced
lower
than
ever
before.

[4]



Other plants may look
as good as this, but
will they fruit as well?
Follow the arrow.



Plowing
under
green
crops.

of Your Work is Well Done

Mr. Frazer's plants were grown during the hot, dry, trying summer of 1934, but on account of Kellogg's Overhead Irrigation System, they came through in ideal condition. Never did we see finer Strawberry plants than were produced on our farms that season.

Cultivating and hoeing on the Kellogg Farms likewise makes money for you. The Kellogg Farms are known as the weedless farms. Kellogg plants are brought up only in their own good company. They get the full benefit of the soil's fertility. They are not robbed by vandal weeds.

But selecting the mother plants is probably the most important operation of all. Plants for the production of your plants are selected with great care. Only the most vigorous, healthy and robust plants are chosen as parents. There is fruiting quality in every one of them and this fruiting quality they pass on to the offspring which you receive.

How would you like yields of 5,000 to 10,000 quarts of beautiful berries per acre? Such yields are often reported by Kellogg customers. Such yields will make money for you.

9,200 QUARTS PER ACRE

"I have been growing strawberries for the past ten years and have always used Kellogg plants. This past summer I picked over 2,300 quarts from one-fourth of an acre. I had one bed containing 240 plants from which I picked 630 quarts."—Alfred Harrig, N. Y.



Selecting
mother
plants



Irrigating



Hoeing and cultivating



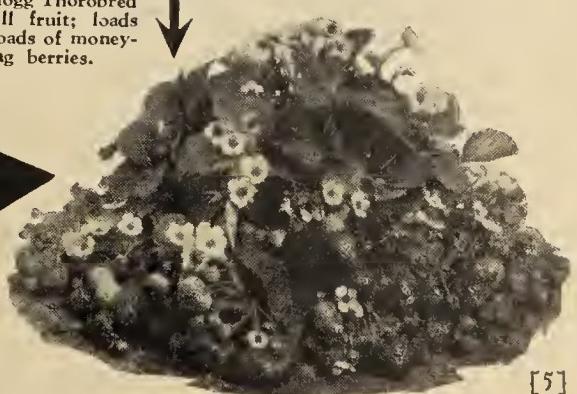
Preparing
fertilizer

Tons and tons of fertilizer are used in growing your Kellogg Thorobred strawberry plants; tons and tons of green crops plowed under.

Only the best materials are used.

Yields of one quart per plant are common for Kellogg Thorobreds. Intensive culture sometimes brings as high as four quarts per plant.

This picture shows a Kellogg Thorobred in full fruit; loads and loads of money-making berries.



Making Strawberries Pay



ANYONE can make Strawberries pay. Any one can make big profits. No matter how little you know about it now, you can earn money and have loads of fun and gain unbounded health and enthusiasm in a patch of Strawberries. Often, in fact, it is the beginner who makes the seasoned grower look to his laurels. Let's see what others have done.

Harry A. Barlament of Wisconsin says that only 330 Kellogg Premier plants brought him over \$100.00. (About \$2,000.00 per acre). And a letter from Mrs. N. J. Sesselman of New York says: "I bought of you 1,000 strawberry plants and picked 1,259 quarts of the nicest and biggest strawberries of anyone around here." You can figure yourself how much Mrs. Sesselman must have made from her berries, if you remember that fine, large, high grade berries such as she

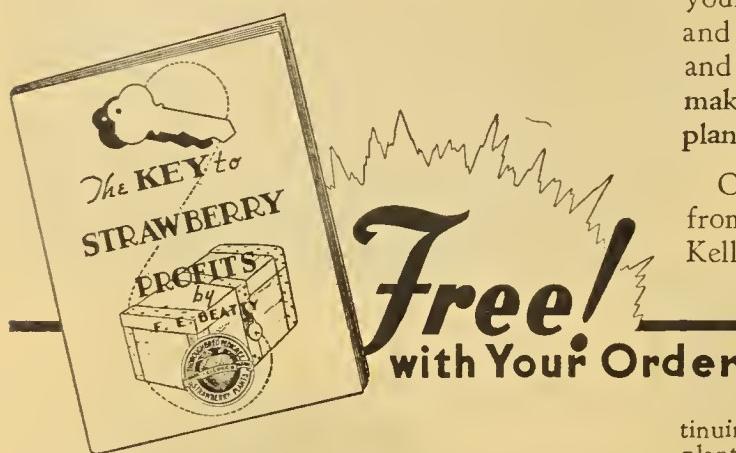
produced bring higher prices. Lewis S. Arbaugh of Idaho tells about the size. He says, "We had berries $5\frac{1}{2}$ inches around and 5 inches around."

It is berries like that that make your marketing easy.

But, how do I start, you say? That is a legitimate question and the answer is, first of all, of course, that you must produce lots of fine, large, high grade berries, and the first essential is plants that are known for their fruitfulness and vigor—plants that will produce these fine, large, high-grade berries—in short, Kellogg Thorobred Plants, the kind that have made the biggest records for years.

Proper planting, care, picking, marketing, etc., are essential, but—and get this important fact clearly—no matter how good the care you give your plants, no matter how well they are packed, and no matter how well they are fed, watered, and cultivated, they will not give you money-making crops unless they are the right kind of plants, and all your work will be for nothing.

On the following page are a few more letters from people who have made big profits with Kellogg Thorobreds.



This is the book that has shown so many thousands of people how to make the most of the fine vigor and superb fruiting qualities in Kellogg Thorobred Strawberry Plants. Everything is so clearly and simply explained in "The Key to Strawberry Profits," both with pictures and words, that you will have no difficulty at all in understanding what must be done. It leads you through the entire process of successful strawberry growing, beginning with the choice of plants and con-

tinuing on through soil preparation, fertilizing, best planting systems, cultivation, hoeing, etc. "The Key to Strawberry Profits" gives you your strawberry education. Order your plants of Kellogg today and get your copy of this fine book free and postpaid.

Note.—The book is too valuable to be sent out promiscuously and will be sent to you only if you ask for it with your order. Simply write "The Key to Strawberry Profits—FREE" on your order blank, and it will be sent.

Proof of

These People
Bought the Best

Big Profits



2000 Plants - 2000 Qts.

The 2,000 Kellogg plants you sent me were perfect. I did not lose a single plant, nor were there any signs of disease of any kind. The 2,000 plants produced more than 2,000 quarts. My receipts in money were more than \$350.00. The plants cost me only \$17.00, which gave me more than \$20.00 for each dollar invested in plants. (See picture above).

Very respectfully,
HARRY LEE GROW.
Kentucky.

\$594 FROM ONE-FOURTH ACRE

We had a wonderful crop of berries. We picked the most beautiful berries I ever saw grow. Our berries sold in advance of the market all season, while other growers here were begging for buyers at any price. These 2,700 quarts were picked from only 2,000 Kellogg plants. Our average price was 22c per quart, which made us \$594 from the one-quarter acre.

Respectfully yours,
A. H. REED.
New York.

Over 10,000 Quarts per Acre

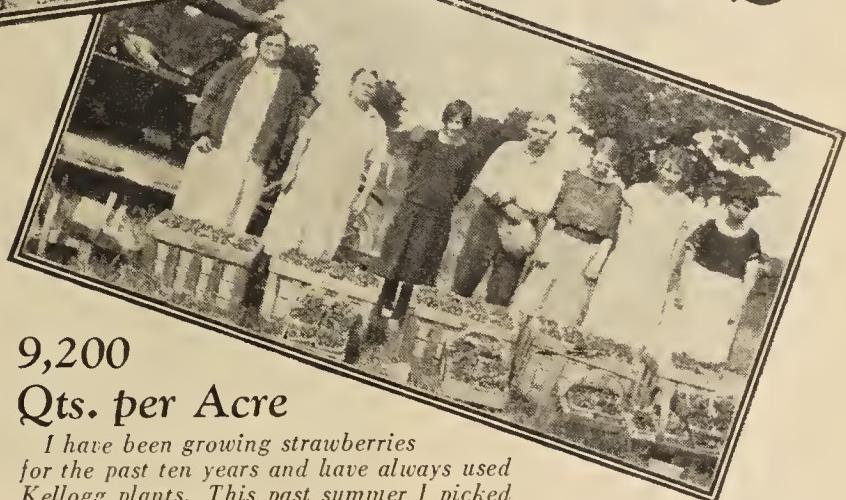
Mr. S. Pellkofer, of Pennsylvania, is a Kellogg enthusiast and it would be hard indeed to swing him to other plants after the records he has made with Kellogg's. He says:

"From my quarter acre of Kellogg strawberries, I picked 2,627 quarts. I had the best crop in this part of the country."

My berries were praised by everyone. I am a real booster for the Kellogg plants."

Yours truly,
S. PELLKOFER.
Pennsylvania.

Below are only a few of the fine letters we have received from Kellogg customers. These people are proud of the fine successes they have made, and happy with their profits.



9,200 Qts. per Acre

I have been growing strawberries for the past ten years and have always used Kellogg plants. This past summer I picked over 2,300 quarts from one-fourth of an acre. I had one bed containing 240 plants from which I picked 630 quarts. Am enclosing a picture of this bed. (See picture above).

Very truly yours,
ALFRED HARRIG. New York.

\$1,400 PER ACRE

Just a few lines about your Dunlap I got a year ago. I had just 1/20th of an acre and sold berries for \$70.68, and that is a little better than \$1,400 per acre. I see by your headlines "from \$500 to \$1,200 per acre," you have my permission to raise it to "\$500 to \$1,400 per acre" and still tell the truth.

H. N. HANSEN. Wisconsin.



Dorsett

The New Early Variety

BISEXUAL—does not require mating

DORSETT PRICES

25 ..	\$0.54	200 ..	\$1.94
50 ..	.89	300 ..	2.64
100 ..	1.24	500 ..	4.04

1000 .. 6.95

See it in Colors

This same picture
is shown in color
on front cover



Get the Kellogg Thoroughbred strain of this now famous variety; make more money than you ever made before. Dorsett is making profits as high as \$1000 per acre, has made those profits even in 1934 and 1935 when prices were not high.

Dorsett is one of those extra early varieties that laughs at Jack Frost, and likewise seems heedless of drought and excessive rainfall.

The berries are very large, all finely shaped, and cover a long extra early to late

fruiting time. It is an extra good keeping berry and shipper, and berries do not bruise easily nor lose their color after picking.

Then, too, Dorsett makes customers come back for more because of its deliciously sweet flavor. It is fine for canning. We recommend that every commercial grower try Dorsett at once. Home gardeners should likewise have it.

Fairfax

The New Variety with a Big Future

(Bi-sexual—does not require mating). Fairfax is the famous team-mate to Dorsett and is as good a variety in every respect but slightly later. It rates as medium early, and like Dorsett, is resistant to frost, also resistant to disease, and succeeds anywhere. Berries are immense, uniform in size and shape, deep red clear to the center, and firm; brings highest prices on any market.

FAIRFAX PRICES

25 plants ..	\$0.54	300 plants ..	2.64
50 plants ..	.89	500 plants ..	4.04
100 plants ..	1.24	1000 plants ..	6.95
200 plants ..	1.94		



Kellogg's

Premier

We once went through our file of testimonial letters, and found that over two-thirds of them referred to Kellogg's Premier. Premier is, with-

out a doubt, the most satisfactory variety produced in over 20 years. It is the best money-maker. See color picture on back cover.



EXTRA EARLY, FROST-PROOF, BIGGEST MONEY-MAKING STRAWBERRY IN THE WORLD

(Bi-sexual—does not require mating). No other strawberry ever made such big fruiting records as Kellogg's Thoroughbred Premier. In 1928, 17,500 quarts from only 1 1/4 acre; in 1929, 35,000 quarts from less than 3 1/2 acres; in 1931, 30,000 quarts from 3 1/2 acres, as reported by one Kellogg customer. Henry Mackeben, Huntley, Illinois, picked 21,600 quarts from less than 2 1/2 acres of Kellogg's Thorobred Premier. Remember, these big yields were produced by Kellogg's Thorobred Premier Plants—not common plants. Kellogg's Thorobred, heavy fruiting plants will do the same for you.

Kellogg's Premier is an extra early frost-proof variety that produces berries of the finest quality over a long period of time. No other variety has as large a list of good points as Kellogg's Premier. Berries are fine for canning, eating, and shipping. Kellogg's Premier has made more money for strawberry growers in the past 20 years than any other variety, and we almost dare say more money than all other varieties combined.

See further description on back cover of this catalog.
PREMIER PRICES

25 plants	\$0.54
50 plants89
100 plants	1.24
200 plants	1.94
300 plants	2.64
500 plants	4.04
1000 plants	6.95



→ A Bunch of Kellogg's Thorobreds" Ready to ship

All plants pruned, ready for setting. Twenty-five plants in a bunch, each bunch labeled.



Here is a bunch of Kellogg Thorobred strawberry plants ready to be packed for shipping to you. All plants are fine, healthy, and vigorous, and are root-pruned ready for planting. Tons and tons of fertilizer, as well as the natural resources of nature, go into these plants. Good plants do not just happen, they are the result of extra care and skill. They are the result of careful selection. You cannot go wrong on Kellogg Thorobreds.

You Can't go Wrong on these

Every variety on this page can be planted with confidence. They are all known to commercial growers for their valuable extra money-making and to home gardeners for their delicious flavor.

Kellogg's Big Late

(Pistillate—Mate with Gibson or Senator Dunlap)

One grower writes, "More than \$100.00 from the one-half acre of Kellogg's Big Late." Kellogg's Big Late is a money-maker because it is still producing fine big berries that people want after other varieties are all through. It is a strong hardy grower and extra heavy fruiter. Berries are big, glossy, strong, dark red clear through and are delicious. We recommend that every grower have Big Late. You will need it. PRICES JUST BELOW.

BLAKEMORE. (Bi-sexual). One of the early strawberries that will put big profits into growers' pockets. A big, hardy, strong grower; produces big crops of large round sparkling solid berries. Solid red from surface to center. One of the most beautiful strawberries ever grown. A real prize for the home garden and a big money-maker for the market grower.

PRICES BIG LATE AND BLAKEMORE

25	\$0.54
5089
100	1.24
200	1.94
300	2.64
500	4.04
1000	6.95

SENATOR DUNLAP. (Bi-sexual). Strong, hardy grower and heavy yielder of big, solid, dark red berries. Has yielded better than 13,000 quarts per acre. Excellent for canning, delicious in every way. Fruits big crops in all soils and climates. A grand strawberry for gardens and market. Fruits in mid-season. Prices at right.

Catskill
The
MAMMOTH
NEW
MID-SEASON
VARIETY

PRICES SENATOR DUNLAP AND GIBSON

25	\$0.40
5065
10090
200	1.40
300	1.90
500	2.90
1000	4.95

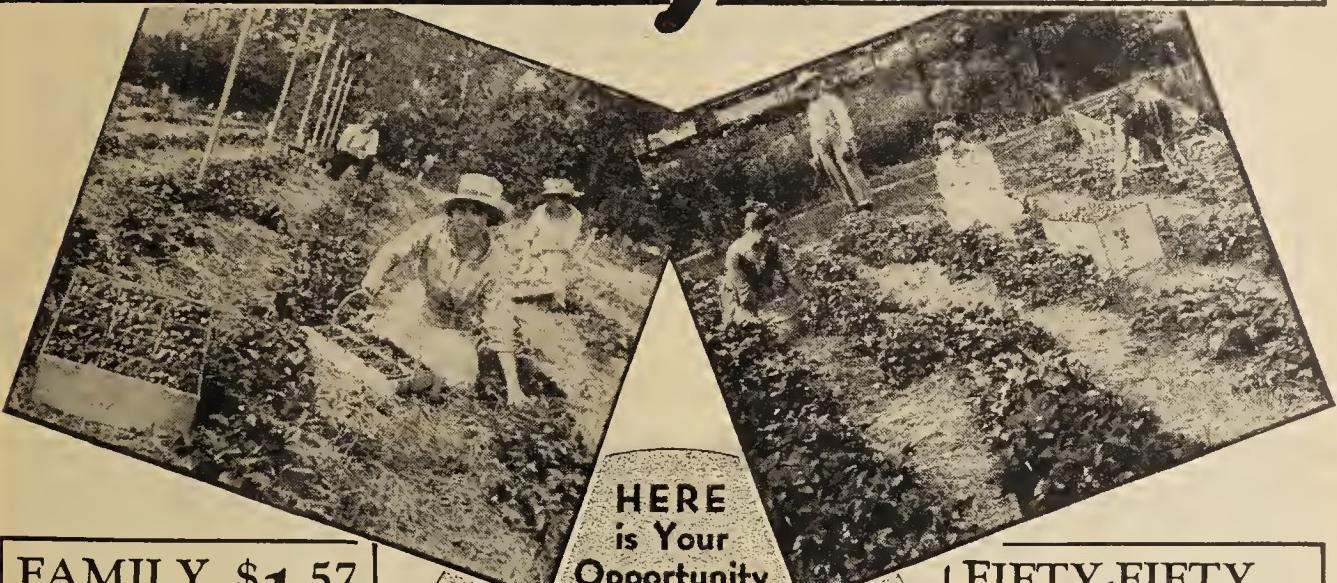
GIBSON. (Bi-sexual). One of the hardest and most productive mid-season strawberries ever grown. Beautiful foliage; large plants literally covered with big bright cherry-red berries. Easily grown. A leading market berry and splendid for home gardens. A berry you can depend upon. Prices at left.

CATSKILL. (Bi-sexual). Premier and Marshall united to make this marvelous new strawberry. Berries are unusually large and brilliant red color with bright green cap—very showy—excellent seller—outsells both Dorsett and Fairfax. Plants vigorous, making wide row and producing many of its largest, finest berries in the widest sections. Exceedingly heavy fruiter. Medal, Massachusetts Horticultural Society. Don't fail to order Catskill.

PRICES

25	\$0.61
50	1.01
100	1.41
200	2.21
300	3.01
400	3.81
500	4.61
1000	7.95

Kellogg's Strawberry Gardens



FAMILY \$1.57 Garden

This fine garden will give you all the delicious Strawberries that any average family can eat. Four fine varieties as follows:

25 Dunlap	\$0.40
25 Big Late54
25 Premier54
25 Dorsett54
Regular Price	\$2.02
Special Price	\$1.57
You Save	\$0.45

HERE
is Your
Opportunity
to

SAVE MONEY

Save on the Cost of
Plants—Bank the
Profits

FIFTY-FIFTY Garden \$1.69

One-half everbearing, one-half standard varieties—all the delicious berries you can eat. You get—

25 Dunlap	\$0.40
25 Premier54
25 Mastodon75
25 Gem75
Regular Price	\$2.44
Special Price	\$1.69
You Save75

STRAWBERRIES, LESS THAN ONE CENT PER QUART. Any one of these fine strawberry gardens will supply your family with delicious berries at a cost of less than 1c per quart. They are composed of the same high grade Kellogg Thoroughbred plants that you would buy if you made your own selection, yet come to you at reduced prices. You save money. Grow your own berries in your garden at less cost.

Kellogg's Big Variety Strawberry

25 Premier
• The Best
Strawberry
of all time

25 Mastodon
Improved Strain

25 Gem
The Big New
Everbearer

25 progressive
Sweet
and
Delicious

Garden

25 Gibson
A Fine Old
Favorite

25

Blakemore
Try it "You'll See!"

25 Big Late
Fruits after all
others are through
and delicious

25 Dorsett
The New
Early
Variety

25 Fairfax
The New
Strawberry
with a Big Future

25 Catskill
The Mammoth
New Mid-season
Variety

11 varieties—25 plants of each—275 plants in all.
That's what you get in this fine garden. This is one of
the biggest values offered by Kellogg's. No wonder it is
popular

\$6.36 Value

Special
Price

\$3.67

25 Dunlap
The Favorite
for Years

Strawberries In The Fall

Kellogg's Everbearing Garden

Everyone loves strawberries in the fall and Kellogg's Everbearing Garden will give you loads of them right in your own back yard—all you want for eating from the vine and for plenty of delicious short-cakes. You get the two best everbearing varieties in this garden, at a saving in price.

\$3.50 Value for Only \$2.85	
2 Varieties, 200 Plants	
100 Mastodon	\$1.75
100 Gem	1.75
Regular Price\$3.50
Special Price	2.85
YOU SAVE65

**\$3.50
Value
for
Only
\$2.85**



Kellogg's.. for those who want the Best

Kellogg's Big Four Garden

Four of the world's best varieties make up this garden. Kellogg's Big Four Garden will give your family all the berries you can eat from the vine and all you will want to can.

\$3.68 Value for Only \$2.95	
4 Varieties, 200 Plants	
50 Premier	\$0.89
50 Big Late89
50 Catskill	1.01
50 Dorsett89

Regular Price	\$3.68
Special Price	2.95
YOU SAVE73

**Special
Price
only
\$2.95**





Segis Pietertje Prospect—World's Champion Milk Cow

Twice during her life she registered production records that set her fame above all dairy cattle of any age. In each of two years she exceeded 16,500 quarts of milk and 1,400 pounds of butter, yielding for the two years a total of 33,922 quarts of milk and 2,865.18 pounds of butter. She was owned by Carnation Milk Farms near Seattle, Washington, where these great records were made.

You cannot possibly get a well-bred cow with a big milk and butterfat record at the same price you would pay for a common ordinary cow. Neither can you get well-bred strawberry plants with a big fruiting and big profit record at the same price of common ordinary plants.

The prices we are quoting this year on Kellogg genuine Thorobred strawberry plants are lower than ever before and with such low prices, is it worth while to worry at all about the price you pay for plants? You get a big difference in heavy fruiting quality at only a very small difference in price, and in many cases inferior plants are to be found priced even higher than Kellogg's. With these new low prices there is no reason for using the inferior plants that are so costly in the end. Plant the best and grow the biggest possible crops and make the biggest possible profits.

Thorobred Stock Pays Big Profits



Strawberry plants and other fruit plants, like Thoroughbred cows and chickens, can be made to produce extra heavy crops of fine, big red berries by proper selection of mother plants. The fruiting quality is born in the plant and is greatly strengthened by proper methods in growing your Kellogg Thorobred Strawberry Plants. Thoroughbred, heavy fruiting strawberry plants are just as important to the berry grower as Thoroughbred, heavy producing milk cows are to the dairyman. In either case, the profits are determined by the quantity and quality of the berries and milk.



Washington Asparagus

Giant rust-proof. Big crops of tender, juicy stalks, one year after planting. A big crop every year for 20 years. Requires less work and attention than any other vegetable.

Prices for Big, 1-Year Plants

12	\$ 0.45	300	3.57
2559	500	4.98
5089	1000	7.95
100	1.59	2000	13.95
200	2.78		

Kellogg's All-Metal Plant-Setting Dibble

CORRUGATED for STRENGTH



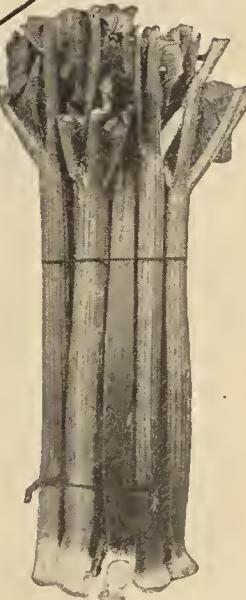
Prices
Only
30¢ ea.
2 for 50¢

Here's the handiest tool ever devised for planting strawberry plants and other small plants. It is ingeniously made from a single piece of strong steel, corrugated for strength—all in one piece. Handle fits the hand comfortably. Just push the dibble straight down in the soil, then push forward, making a V-shaped opening. Now insert the plant, reinsert the dibble an inch or two ahead, pull back and the plant is set. Isn't it easy?

PRICES
6 .. \$0.69
12 .. 1.19
25 .. 1.98
50 .. 2.99
75 .. 4.27
100 .. 5.39

Giant Victoria Rhubarb

Rhubarb is one of the easiest of garden plants to grow and every home garden should have several hills. It is also an excellent money-maker. Don't do without this appetizing dainty. Order enough for your home needs, now.



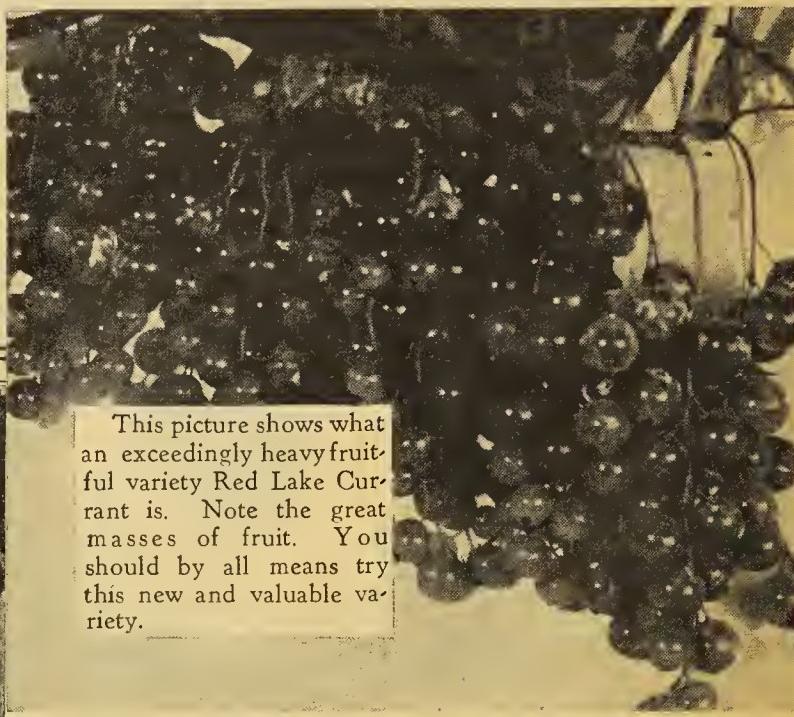
New Currant Red Lake

Here is a brand new currant that stands head and shoulders above any variety formerly grown. The berries are big and the bunches long and well filled to the tip and the exceptionally long stems make them very easy to pick. The bushes are thrifty and extremely productive. Little old Currants can now be discarded to make room for Red Lake. It's easy to grow and you will enjoy picking the big, long bunches. Ripens early mid-season, but holds on over a long period so it can be used or marketed as desired. It brings top prices on the market and is a splendid money-maker. Originated in the northwest where hardiness is essential and it is hardy. We suggest you order early as the supply is limited. PRICES, 1 for 45c; 3 for \$1.00; 10 for \$3.00; 25 for \$6.75.

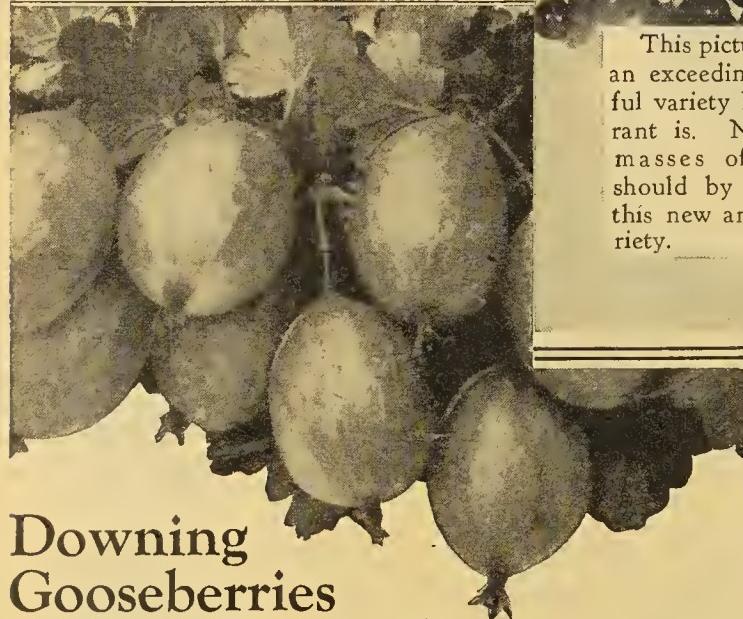


Kellogg's For those who Want the BEST

Red
Lake



This picture shows what an exceedingly heavy fruitful variety Red Lake Currant is. Note the great masses of fruit. You should by all means try this new and valuable variety.



Downing Gooseberries

PIES!—JAM!—MONEY!

Let's have a nice gooseberry pie and some jam—and let's have a little profit, too. Gooseberries are a good money-maker and if you like gooseberry pie and jam, you should have 2 or 3 bushes in your back yard.

Downing Gooseberry is the most handsome and useful Gooseberry grown. Fruit large and green with yellowish cast when fully ripened. Splendid for cooking and table use. You can't beat Downing. PRICES. 1 for 38c; 2 for 65c; 10 for \$2.95; 25 for \$6.65.

Perfection Currant

Often called the Wonder Currant. Extra large, bright red fruit. Very heavy bearer. Bunches always well filled to the end. Commands a premium on the market. Best of all Reds. PRICES, 2-year plants, 1 for 31c; 3 for 85c; 10 for \$2.25; 25 for \$4.95.



NOTE: Orders for Gooseberries and Currants should be sent in early. Not shipped after May 10th, because of their advanced condition at that time.

New Anoka Apple

Set in
Spring
1937)

The year of
planting is the only
year that the Anoka
does not bear fruit.

July
1938

You receive
some apples one
year after plant-
ing.

And now—
only two years
after planting—
you receive a
big full-sized
crop.

July
1939

Bears quickly—One year
after planting—The ear-
liest and heaviest bearing
apple in the world—8
crops of apples at only 10
years old—Hardy in all
climates—Highest qual-
ity, delicious fruit.

Anoka's first growing season—the year you plant—is the only year that you will not receive fruit. One year after planting you will receive enough Apples for eating purposes and two years after planting you will receive your first fine, large, full-sized crop. Where else can you find an Apple that will duplicate this performance?

Anoka bears fruit in July and August. It is the earliest fruiting Apple known. Now, you can have delicious apple pie, apple dumplings and cool, sweet, eating apples right in midsummer.

Anoka is an exceedingly prolific fruiter. Professor N. E. Hansen, head of the Department of Horticulture, State College, S. Dakota, says:

"Anoka is a heavy annual bearer under ordinary circumstances. It bears after one year in the nursery. John Robertson, orchardist of Hot Springs, South Dakota, President of the South Dakota State Horticultural



ANOKA Fruiting Heavily Two Years After Planting

Society, sent me a photograph of his Anoka Apple seven feet high bearing two bushels of Apples."

N. E. Hansen.

Anoka is perfectly hardy and will survive the winter in all climates. It was originated in the Dakotas where winter winds are icy cold and where the thermometer's mercury shivers close into the bulb as if trying to escape the frigid blasts.



ANOKA APPLE: Note the fine, beautiful shape, the glossy, beautiful skin. Doesn't this Apple simply invite you to eat it? Anoka is one of the finest treats that Nature ever produced.

Eight big crops of Apples at only ten years old is the wonderful record that Anoka has made. Anoka is attracting world-wide attention because of its heavy, early, and quick fruiting and because of its high quality fruit. The fruit is better than such varieties as Duchess. It is a most welcome early summer eating Apple. In flavor it is one of the very best. The Apples are of good size, well formed and beautifully colored, worthy of a place in your yard, garden or orchard. Beautiful upright grower as shown in picture. A few of Kellogg's Anoka Apple trees will solve your Apple prob-

lems. Order at least one and be a year ahead of your friends. There's plenty of room in your back yard.

ANOKA PRICES

All trees 7/16" caliper and up; all well branched; heavily rooted and healthy; guaranteed to reach you in good growing condition—guaranteed true-to-name.

1 tree	\$0.68
3 trees	1.89
6 trees	3.69
10 trees	5.85

**Order Early!
Supply Limited!**

McIntosh Red

Large crimson fruit, slightly acid. An extra good keeper and shipper. Greatly in demand by leading orchardists. Oct. PRICES: 1 for 58c; 3 for \$1.45; 10 for \$4.19; 25 for \$9.85; 100 for \$34.95.

—Winesap

Fine old apple. Heavy bearer of rich juicy fruit. Color red. Aromatic. Nov.-Dec. PRICES: 1 for 58c; 3 for \$1.45; 10 for \$4.19; 25 for \$9.85; 100 for \$34.95.

Rome Beauty

Large, uniformly red fruit. Fine for eating or cooking. Nov. PRICES: 1 for 58c; 3 for \$1.45; 10 for \$4.19; 25 for \$9.85; 100 for \$34.95.

Cortland

An improved McIntosh, retaining all the advantageous features of that outstanding variety, but bearing 2 weeks later, which insures a late keeping date. Extra hardy and comparatively early bearing. Nov. PRICES: 1 for 58c; 3 for \$1.45; 10 for \$4.19; 25 for \$9.85; 100 for \$34.95.



For Those
Who Want
The Best

Kellogg's

Though apples be grown for home use or for commercial purposes they represent a permanent investment which can, with ordinary care, be made to yield a tidy income. The amount of that income depends not alone upon the care you give them but upon the quality and kinds planted. Kellogg offers only first class, rigidly inspected trees, true-to-name and in varieties which have been especially selected for their hardiness and productiveness. Planting instructions accompany each shipment of Kellogg Fruit Trees. Plant 32 to 40 feet apart.

Pictures are shown here of a few of the varieties we list. Other varieties, just as good but not pictured, are listed below:

DARK RED NORTHERN SPY. Genuine Northern Spy of vivid red. Top price, all markets. Extra good keeper and shipper.

FAMEUSE. (Snow Apple). Famous for years for eating and cooking. Medium sized deep red. Flesh pure white. Tart and good. October.

GRIMES' GOLDEN. Fine yellow Apple, unusually good. Productive.

Orange Quince

Large and bright yellow. Can't be beaten for jellies, preserves, and quince honey. You can always find room for a few of these little trees and you will be more than repaid.

PRICES:
1...\$0.78
3... 2.19
10... 6.80

Baldwin

Large, bright red fruit, with faint specks. Juicy and acid. One of the best for desserts. December. PRICES: 1 for 58c; 3 for \$1.45; 10 for \$4.19; 25 for \$9.85; 100 for \$34.95.

Dark Red Jonathan

Like Jonathan except even deep red in color. Prolific. Bears while real young. Nov. PRICES: 1 for 58c; 3 for \$1.45; 10 for \$4.19; 25 for \$9.85; 100 for \$34.95.

2-yr. Apples

HYSLOP CRAB. A good all-purpose Crab Apple. Large fruit. All over red. August.

MAIDEN BLUSH. Late summer. Large yellow with red cheek. Tart and good. August-September.

RED ASTRACHAN. Bright red. Delightful tarty flavor. July-August.

RHODE ISLAND GREENING. Large, greenish yellow. Best Greening. November.

SWEET BOUGH. Large, pale yellow. Flesh white, juicy, sweet. The best summer sweet. August.

YELLOW TRANSPARENT. Earliest standard eating Apple. Fruit large yellow. Flesh white and tender. Makes fine sauce or pies. July.

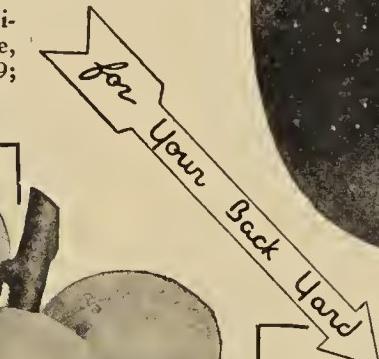
PRICES: 7/16 to 9/16 inch caliper and up, all apples listed above, 1 for 58c; 3 for \$1.45; 10 for \$4.19; 25 for \$9.85; 100 for \$34.95.

Moorpark Apricot

A remarkable fruit, intermediate between the peach and the plum. Fruit is delicious and easy to grow. To prevent buds from freezing, give the Apricot a northern exposure, otherwise give the same attention as the plum.

PRICES: 7/16"

1..	\$0.87
3..	2.19
10..	5.89



DWARF APPLES are best for the small yard.
See description below.

Dark Red Delicious

Best for market—ideal for home orchards. Deep, deep, rich red with all the juicy goodness of its parent. The buyer will always pay a premium for color. Plant Dark Red Delicious and reap the extra profit. Sturdy. PRICES: 1 for 58c; 3 for \$1.45; 10 for \$4.19; 25 for \$9.85; 100 for \$34.95.

Dwarf Apples 2 Year

Plant dwarf apple trees in limited space 8 to 10 feet apart. You get the same size fruit as from larger trees requiring 30 to 40 feet distance. Bear very young. Do not attain size of standard trees but bear the same. We have the following varieties: Cortland, Delicious, McIntosh. PRICES: Your choice, 1 for \$1.39; 2 for \$2.58; 3 for \$3.75; 6 for \$7.19.

Kellogg's For those who want the best Pears

Bartlett

Large, juicy, rich flavored. Fine to eat out of hand, universally recognized as best canning Pear. Tree strong grower and prolific bearer. Bears September. PRICES: 1 for 63c; 3 for \$1.59; 10 for \$4.58; 25 for \$10.50; 100 for \$38.45.

Pears may be planted in almost any location but will thrive and produce best on heavy clay loam. If you have such a piece of ground, plant it to pears and you are assured a yearly income. Plant 20 feet apart.



All pear trees fine 7/16 inch caliper and up —safe arrival guaranteed.

Dwarf Pears

The following varieties can be furnished in Dwarf stock. These are obtained by budding the pear varieties on quince roots. These sturdy little trees do not attain the size of standard trees but bear fruit identically the same. You may plant Dwarf Pears as close as 8-10 ft. apart.

DWARF PEARS: Bartlett, Clapp's Favorite and Duchess.

PRICES, your choice, 1 for \$1.19; 2 for \$1.98; 3 for \$2.77; 6 for \$5.39.

Kieffer

Large yellow Pear noted for its keeping quality. Tree very fast grower and bears young. Bears Oct.-Nov. PRICES: 1 for 63c; 3 for \$1.59; 10 for \$4.58; 25 for \$10.50; 100 for \$38.45.

Clapp's Favorite

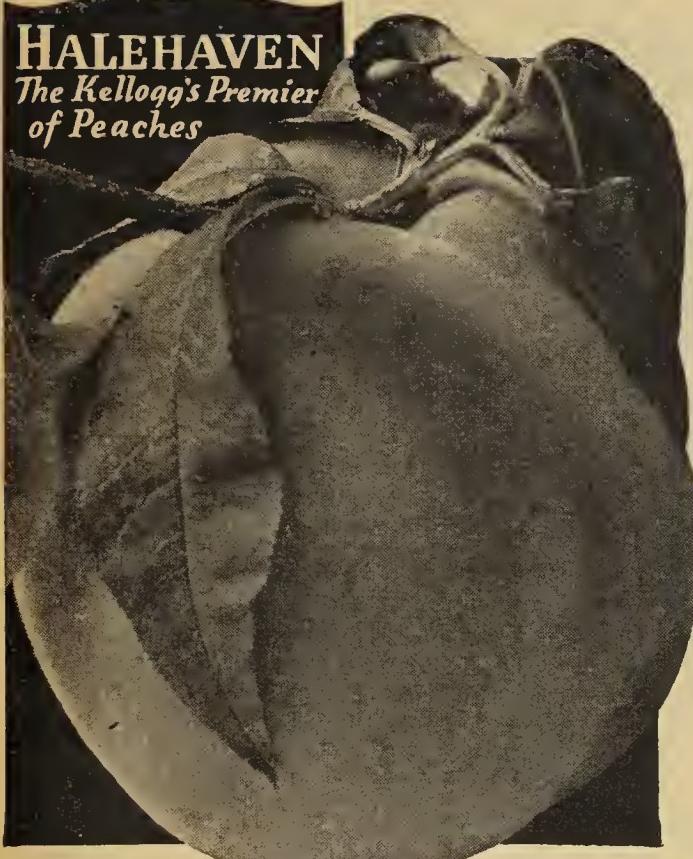
Very large and handsome Pear. Yellow with red cheek. The best of the large early Pears. Fair canner if picked before too ripe. Bears August. PRICES: 1 for 63c; 3 for \$1.59; 10 for \$4.58; 25 for \$10.50; 100 for \$38.45.

SECKEL
Small fruit, light russet, with red cheek. Very sweet and fine grained. Used extensively for pickling. Bears October. PRICES: 1 for 63c; 3 for \$1.59; 10 for \$4.58; 25 for \$10.50; 100 for \$38.45.

Guaranteed

All pear trees and other fruit trees are covered by our guarantee. See page 32.

HALEHAVEN
The Kellogg's Premier
of Peaches



*Jack Frost takes
off his Hat*

to these two fine peaches because he seems unable to touch them. Both have produced big crops when other peaches were killed by freezing. They are the answer to the orchardist's problem—"How can I keep my peaches from winter killing?"



HALEHAVEN PEACH. This new peach has two of the greatest peaches of all time for parents—the famous J. H. Hale and South Haven varieties. Originated at Michigan State Experiment Station, South Haven. Often bears second year after planting.

Halehaven now takes the same important place among peaches that Kellogg's Premier occupies among strawberries—an early, heavy yielding, frost-resistant variety. Two weeks earlier than Elberta. Hardy! Comes through when others fail.

The flesh of Halehaven is thick, wholesome, and delicious—perfect freestone. Sells at high prices. Money-maker!

HALEHAVEN PRICES

7/16 in. caliper.

1	\$ 0.47	25	\$ 8.20
3	1.27	100	29.95
10	<u>3.70</u>		

Don Byers
HARDEE

U.S. PLANT PATENT NO 120

TRADE MARK REG U. S. PAT OFF

Here is a peach that comes through victoriously with colors flying when other peaches fail. Hardee Peach gave a bumper crop after 1934's long 18-degree below zero winter. U. S. Patent No. 120 was granted for its freeze-resisting qualities.

Hardee is the Elberta type with all of Elberta's many advantages, in addition to cold-resisting qualities. It's a "sure-cropper," an excellent shipper, thick-skinned, beautifully colored, and has firm, delicious flesh. Intermediate between J. H. Hale and Elberta in habit. Drought resisting, too. Order Hardee for sure crops and peachy deliciousness.

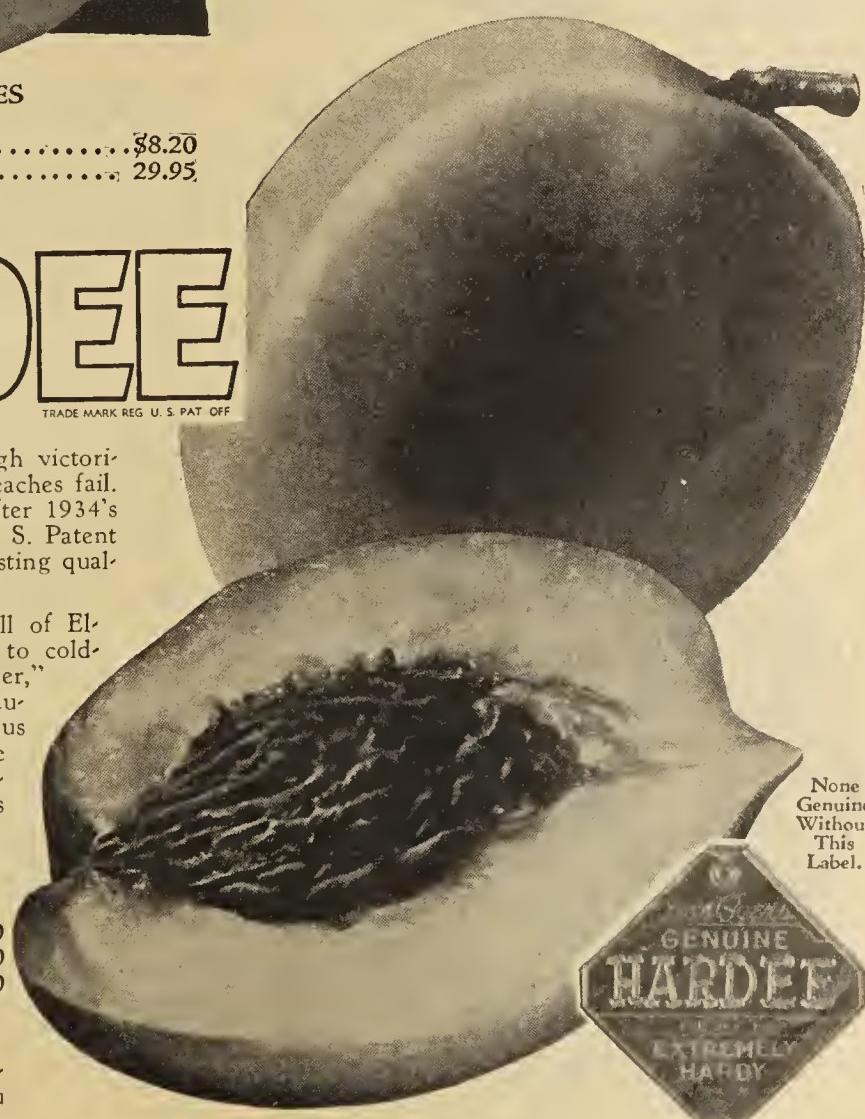
HARDEE PRICES

7/16 in. caliper

1	\$ 1.40
10	13.00
30	33.00

HARDEE IN COLORS

Show in colors on page 66 of Kellogg's Garden Beauty Book. If you don't have one, write us.





New and Better Peach "GOLDEN JUBILEE"

Wide-awake fruit growers take notice. Here is a new and better Peach that you simply must try. It is extra early, freestone, and has all the quality and beauty necessary to make it profitable on the market. Appetizing appearance—that's what makes fruit sell, and Golden Jubilee surely has it. Then, too, you must have large size and beautiful color—Golden Jubilee has those qualities. It is a beautiful golden yellow with a nice red cheek and, furthermore, it is no disappointment when eaten. Flesh is extra fine texture, juicy and sweet.

Golden Jubilee is just as hardy as Elberta, and perfectly fertile.

PRICES, 42c each; 3 for \$1.12; 10 for \$3.20; 25 for \$6.95; 100 for \$24.95.

This new Peach threatens
the supremacy of many old
favorites. Its name is

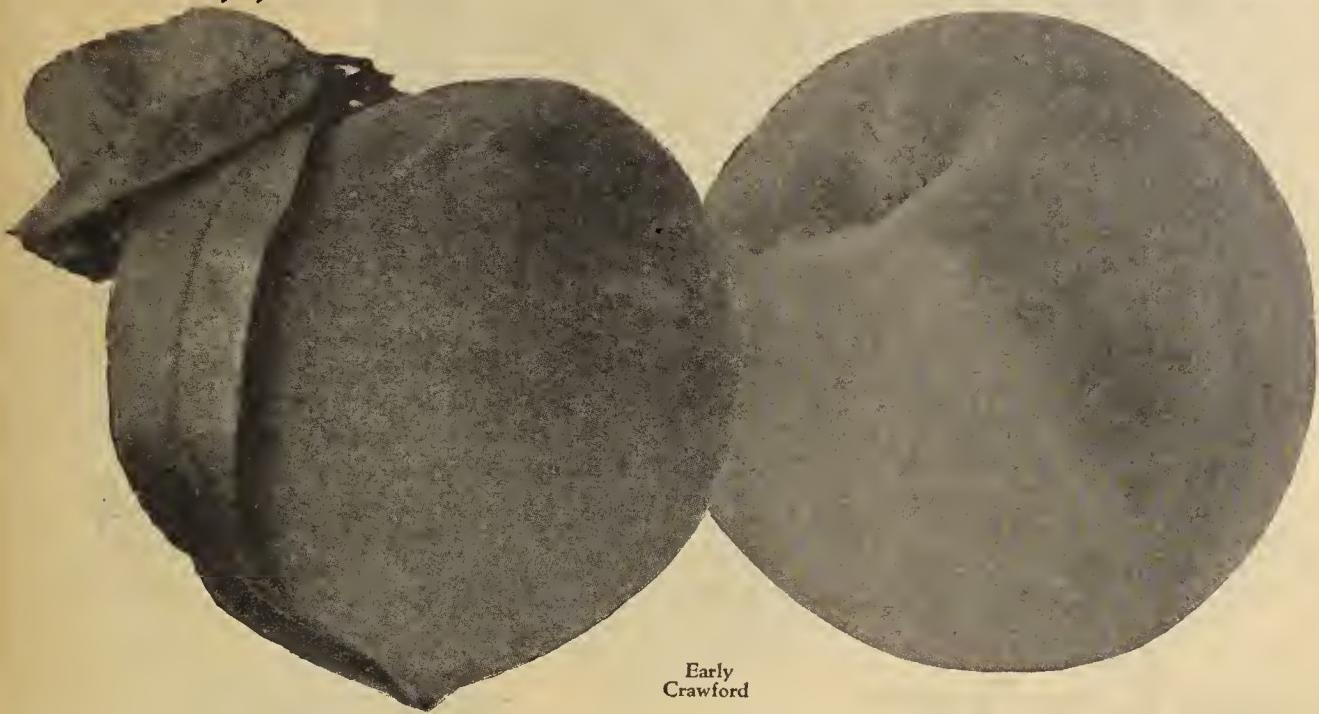
 SUN-GLO

Here is a fine new variety that every fruit grower should try at once—several trees. Sun-Glo is an unusually heavy fruiter and the fruit has an excellent flavor, large size, and extra fine quality together with unusual hardiness and commercial qualities; there is seldom a year that it fails. Very closely related to the famous South Haven and is expected to surpass South Haven.

Fruit is well formed, thick-skinned, uniform in size; color deep yellow with red cheek. Freestone. Ripens two weeks or more earlier than Elberta, just when the prices are highest.

PRICES, 1 for 42c; 3 for \$1.12; 10 for \$3.20; 25 for \$6.95; 100 for \$24.95. Size 7/16" caliper and up; one-year.

Kellogg's Finer and Better Peaches



All know the deliciousness of Peaches and nearly everyone knows how profitable they are to the grower. Bear usually the third year after planting. Used by many as fillers in apple orchards. Little care is required in the cultivation of this luscious fruit and it can be grown upon almost any kind of soil. Plant 15 to 18 feet apart.

EARLY CRAWFORD. Magnificent large yellow free-stone Peach. Fine for eating or table use. A fine canner. Early September.

EARLY ELBERTA. Ripens a week before Elberta, which has won it much favor. Otherwise much the same as Elberta.

ELBERTA. Large, oval-shaped, yellow freestone. Red cheek. Prolific and hardy. The leading market variety. Middle September.

J. H. HALE. The king of freestones. Flesh yellow and sweet. A good canner and shipper. Without doubt the largest commercial freestone Peach. Early Sept.

ROCHESTER. Large yellow fruit. Sweet and juicy. Skin is beautifully blushed red. An excellent fruit for market or home use. Freestone. Bears mid-August.

SOUTH HAVEN. Exceptionally fine flavor. Flesh yellow and sweet. Its showy exterior combined with its earliness makes it a real money-maker. Freestone. September 1st.

CHAMPION. The very best early white-fleshed free-stone. Rich and juicy. Highly colored cheek. A favorite eating Peach. August.

PRICES, all Peach trees above, 7/16" caliper: 1 for 42c; 3 for \$1.12; 10 for \$3.20; 25 for \$6.95; 100 for \$24.95.

For those who want the best

For 50 years Kellogg's has been known for the best that can be grown. The whole Kellogg nursery has been built up on the idea that the fruiting quality of the plants is the fruit grower's most important problem. Without plants of the highest quality, that are capable of responding to the labor and fertilizers you give them, your efforts will be useless. You will only be caring for non-productive vagabonds. Worker-plants and trees—stock that will match your own efforts with their own productivity—cost little, if any, more in the beginning, and they are far cheaper in the end.

Early Elberta



Now! Here's a HARDY Date PRUNE

Date Prune has withstood temperatures as low as 25 degrees below zero. Can be grown anywhere that plums are grown.

See Date Prune in colors page 65 Kellogg's Garden Beauty Book. Write us if your copy has been mislaid. Book is free.



Sweet Date Flavor

Here is a new money maker for fruit growers. Can't you just imagine the demand you will have for this new fruit, and if you are the first to have it, the market will be yours alone. Prunes are closely related to plums and this new Date Prune will grow anywhere that plums are grown. Fruit is plump, delicious, and sugary, and when dried is over half sugar. It is a real prune but has a flavor resembling a date. Something new and distinctive. Plant a few trees of Date Prune and watch your customers clamor for them.

For further description and picture in colors see Kellogg's Garden Beauty Book. Write for a copy if you have mislaid yours.

PRICES, DATE PRUNE

	7/16" Caliper	
1 ...	\$1.15	4 ... \$4.00
2 ...	2.15	10 ... 9.50

Kellogg's Plums

ABUNDANCE. Sturdy, upright growing tree. Fruit large, pinkish red. Bears young. Ripens August.

BURBANK. Tree grows rather flat, which makes picking easy. Very hardy and bears at an early age. Fruit large, red. Late August.



FELLENBERG. (Italian). Good sized purple Plum. A good canner and an ideal fruit for drying. September.

GRAND DUKE. Beautifully colored, large purple, late shipping Plum; meaty flesh. A regular annual and abundant cropper. Plums remain in good condition for a long time.

GREEN GAGE. Always a real favorite, either for canning or table use. Its high sugar content makes it one of the most economical sorts. September.

LOMBARD. Medium size. Fruit red. Very productive. This is a leading market variety and is grown extensively wherever Plums are known. Late August.

PLUM PRICES

(All Plums above excepting Date Prune)

7/16" Caliper

1 for	\$0.63	25 for	\$10.50
3 for	1.59	100 for	38.45
10 for	4.58		

Kellogg's Cherries

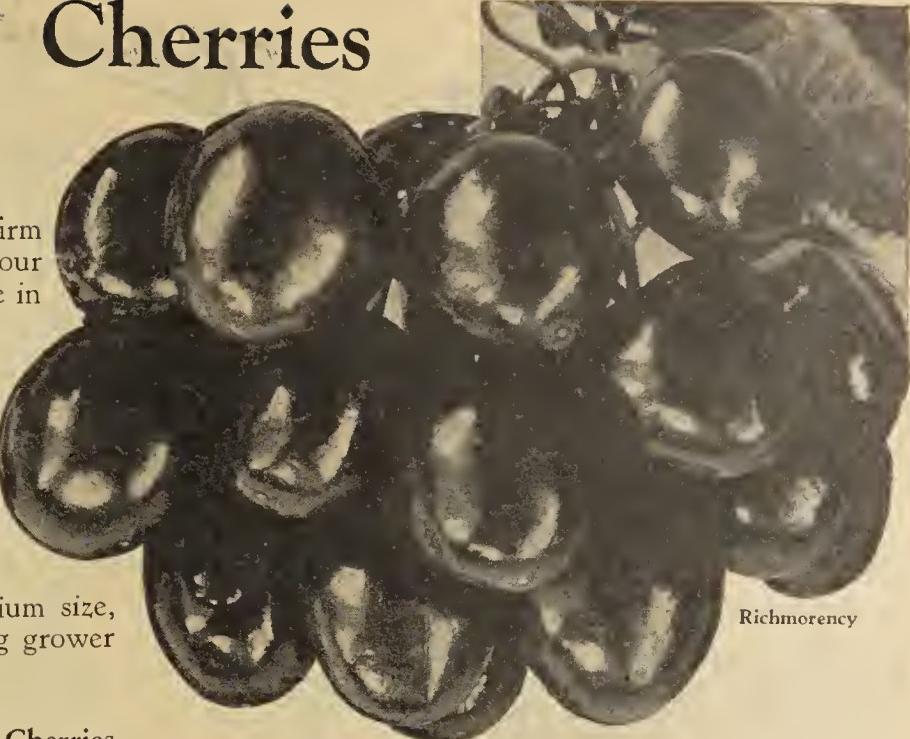
Sour Cherries

English Morello. Dark red, firm fruit. Bears after other sour Cherries are gone. Should be in every orchard. August.

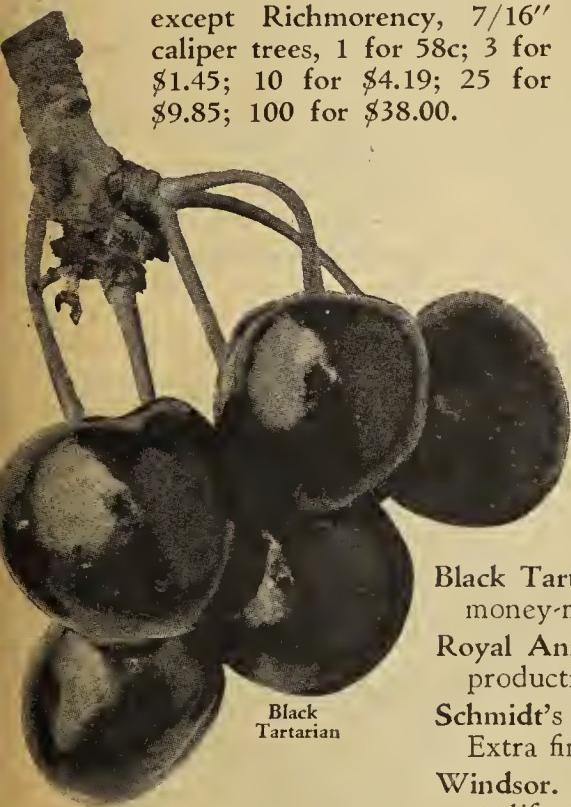
Montmorency. The large red fruit is in big demand for canning and table use. A sure bearer under any ordinary conditions. Late June.

Early Richmond. The "English Pie Cherry." Fruit medium size, red and juicy. Tree is strong grower and bears young. June.

PRICES: All Sour Cherries except Richmorency, 7/16" caliper trees, 1 for 58c; 3 for \$1.45; 10 for \$4.19; 25 for \$9.85; 100 for \$38.00.



Richmorency



Black
Tartarian

PRICES: 7/16" caliper trees, 1 for 63c; 3 for \$1.74; 10 for \$5.30; 25 or more at 48c.

Richmorency Cherry

This new variety combines all the best qualities of Early Richmond and Montmorency. Fruits as early as Early Richmond with all the plumpness, juiciness, meatiness, and satisfying flavor of the famous Montmorency. A large, beautiful money-making Cherry—how could it help but be a money-maker with its earliness, beauty, and flavor! Hardy as an oak. Adapts itself to all soils and climates.

RICHMORENCY PRICES: 7/16" caliper trees, 1 for 87c; 3 for \$2.17; 10 for \$6.29; 25 for \$14.77; 100 for \$57.00.

Sweet Cherries

Black Tartarian. Large, rich black fruit. Very popular and a quick money-maker. June.

Royal Anne. Pale yellow fruit with red cheek. Flesh firm. Tree productive. July.

Schmidt's Bigarreau. Immense deep black fruit with dark flesh. Extra fine flavor. Tree stocky. July.

Windsor. A valuable late variety bearing large dark red fruit. Tree prolific grower. An extra remunerative market variety. Late July.



Flower Lovers—Do You Have this Book?

80 pages—32 of them in color—hundreds of pictures, a wonderful aid to flower lovers. You should have a copy, as everyone who received this fruit book, also received the flower book, but perhaps you have mislaid yours. If so, drop us a post card and we will send another.

Free!

Kellogg's Grapes

Everyone loves grapes and everyone should eat them because they are one of the most healthful fruits. Can be grown with less work and less attention than most any other fruit. Plant in back yard, along a fence, or make a grape arbor over a walk. Plant Kellogg's grapes and have bushels of red, black, blue and white delicious grapes all season. Plant this spring and have your own grapes next year.

CATAWBA. (Red). Heavy producer of large amber-red fruit. Most dependable of all late red grapes.

DELAWARE. (Red). Hardy grower, heavy producer. The most deliciously flavored table grapes you ever tasted.

NIAGARA. (White). Most popular white grape. Large bunches. Hardy grower. Succeeds everywhere. Sweet and delicious.

WORDEN. (Black). Very hardy, healthy and productive. Fruits early, surpassed by no other variety. Very popular family grape.

MOORE'S EARLY. (Black). One of the earliest black grapes. Peculiar sweet flavor. Hardy, good bearer.

DIAMOND. (White). Good, hardy grower; heavy producer. Excellent quality. Large size. Always pleases.

PRICES: All Grapes above, excepting those shown in pictures, 2-yr. plants, 1 for 22c; 3 for 59c; 6 for \$1.10; 12 for \$2.15; 25 or more at 14c.

CONCORD. (Black). Most popular of all black grapes. Excellent quality. Hardy, heavy yielder of large bunches of juicy, sweet and tender grapes. **PRICES:** 2-year plants, 1 for 19c; 3 for 47c; 6 for 75c; 12 for \$1.39; 25 for \$2.47; 50 for \$3.95; 100 for \$6.85.

Fredonia

Umm! What a treat awaits you in Fredonia Grape. Fine, large, plump, juicy! Two weeks earlier than Worden! This new variety threatens to displace all other Black Grapes. Supply limited, order now. **PRICES:** 1 for 40c; 3 for \$1.00; 6 for \$1.85; 12 for \$3.48; 25 or more, 27c each.

Caco

(Picture at right)

Delectable, juicy morsels full of sweet nectar. Caco is an extra early, sweet, large Grape with long compact bunches. The finest of all Red Grapes. Try it! **PRICES:** 1 for 40c; 3 for \$1.00; 6 for \$1.85; 12 for \$3.48; 25 or more, 27c each.

Portland

Don't they look luscious? This is the newest White Grape. Ripens earlier than any other Grape. Color same as Niagara but berries larger and better. Sugary and sweet. Can be eaten before fully ripe. Vine hardy and productive. Even better than they look. **PRICES:** 1 for 40c; 3 for \$1.00; 6 for \$1.85; 12 for \$3.48; 25 or more, 27c each.

Sheridan

Luscious! Luscious! More delicious, richer, and better than Concord. One week later. Fine for eating, fine for market. Has excellent keeping quality, having a thicker skin than Concord. Extra fine for shipping. By all means try Sheridan. Latest Grape known. **PRICES:** 1 for 40c; 3 for \$1.00; 6 for \$1.85; 12 for \$3.48; 25 or more, 27c each.



CACO
RED
See
description at
left.

?

Kellogg's

Big 4

This fine planting of grapes will give you all the luscious fruit you can eat. You get 1 each of the four varieties pictured.

1 Caco. Red	\$0.40
1 Fredonia. Black40
1 Portland. White40
1 Sheridan. Black40
Total Value	\$1.60
FINE TWO-YEAR PLANTS Special Price	\$1.24

Grape Arbor Special
Only \$1 24



For Those
Who Want
The Best



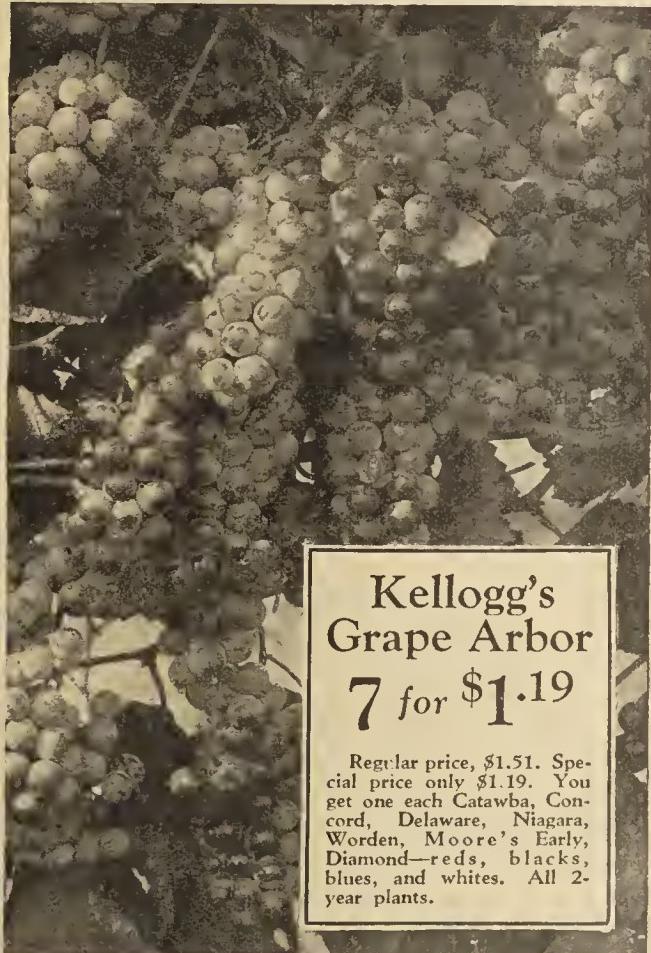
Kellogg's Vineyard

This Kellogg's Vineyard is the ideal start for the person who wants to make money with grapes. All the varieties included are money-makers. Big 2-year, top grade plants.

6 Concord. Black	\$0.75
6 Catawba. Red	1.10
6 Worden. Black	1.10
6 Niagara. White	1.10
6 Delaware. Red	1.10

Regular Price	\$5.15
Special Price	3.59
YOU SAVE	1.56

Price
Only
\$3 59



Kellogg's Grape Arbor 7 for \$1.19

Regular price, \$1.51. Special price only \$1.19. You get one each Catawba, Concord, Delaware, Niagara, Worden, Moore's Early, Diamond—reds, blacks, blues, and whites. All 2-year plants.

Special!

Order both grape arbors above, Kellogg's Big Four Arbor with four plants, and Kellogg's Grape Arbor with seven plants, and will give you all eleven for

Only \$2.27

Lucretia Dewberry



Early bearing—higher prices! Large berries—easier picking saves money! Practically free from disease—save spraying expense and trouble! Thrive in light, poor soils—easily grown! Productive—bigger profits! Fine for pies, shortcakes, canning or fresh from the bush—big demand.

Commercial growers, dip into the big profits flowing from Dewberries. Home gardeners, you'll like them, too.

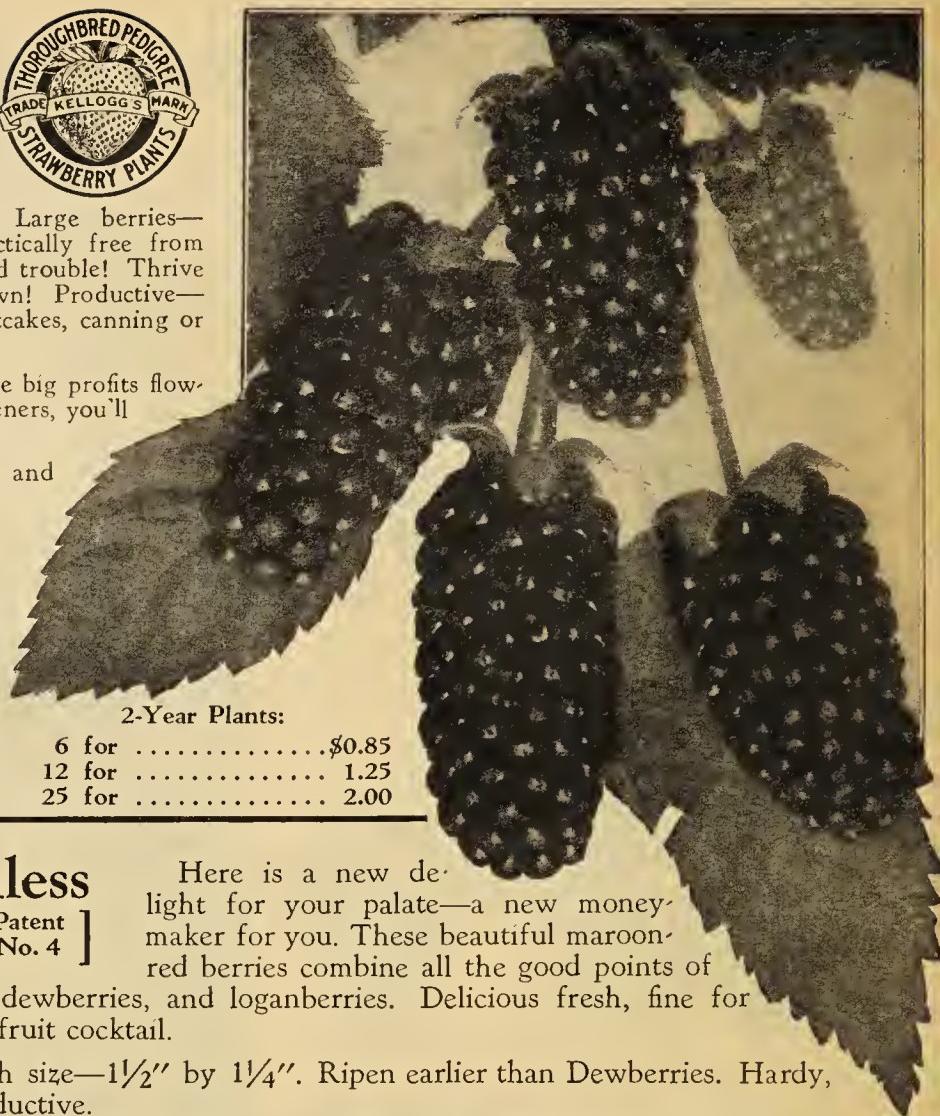
We supply you with fine one- and two-year plants.

PRICES, 1-Year Plants:

12 for	\$0.85
25 for	1.35
50 for	1.95
100 for	2.75
200 for	4.00
300 for	5.70
500 for	9.00
1000 for	16.95

2-Year Plants:

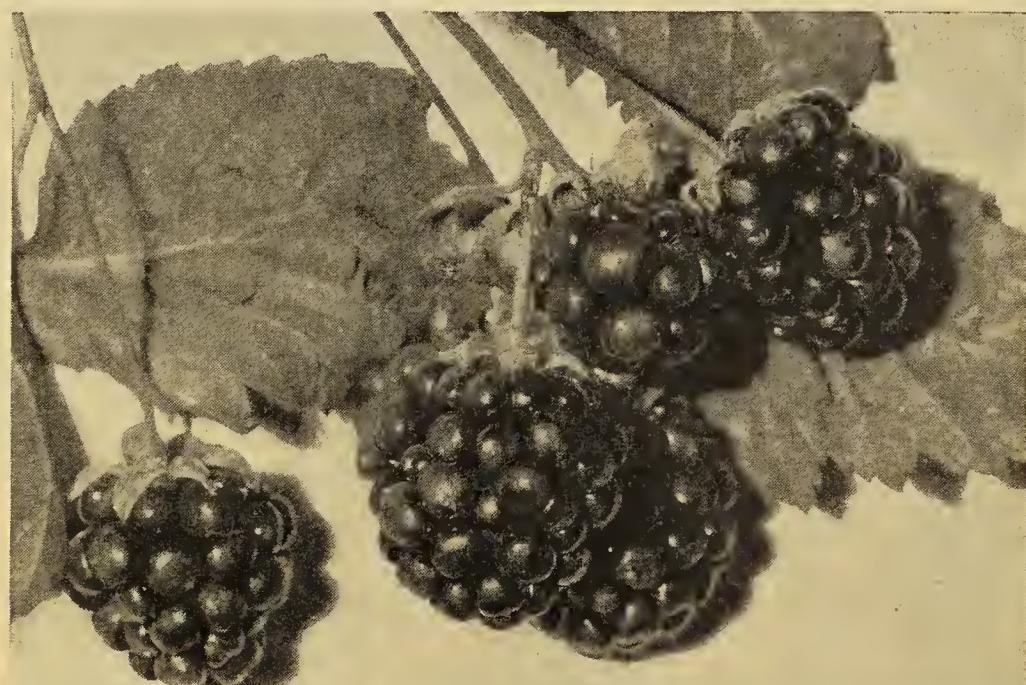
6 for	\$0.85
12 for	1.25
25 for	2.00



Acme Thornless Youngberry [Patent No. 4]

Here is a new delight for your palate—a new money-maker for you. These beautiful maroon-red berries combine all the good points of blackberries, raspberries, dewberries, and loganberries. Delicious fresh, fine for canning; makes excellent fruit cocktail.

Berries reach mammoth size— $1\frac{1}{2}$ " by $1\frac{1}{4}$ ". Ripen earlier than Dewberries. Hardy, healthy grower, and productive.



This new Acme Thornless is a delight to pick because of its smooth thornless vines. Set plants 4 x 7 ft. and train on stakes or on a wire $2\frac{1}{2}$ ft. above ground.

Prices

1 for	\$0.35
3 for	.70
6 for	1.00
12 for	1.75
25 for	3.00

A Fine Cluster of Youngberries

Eldorado → Blackberries

There is nothing more delicious than a good dish of blackberries and cream in the summer time or a wonderful blackberry pie. Order Kellogg's Eldorado blackberries for most delight. We have the purest and cleanest strain in the country. Eldorado is a big, strong, hardy grower and very heavy producer of big, jet-black, sweet, delicious berries. Seldom injured by frost. The big berries are produced in large clusters.

PRICES

12	\$ 0.65
25	1.02
50	1.75
100	2.70
200	4.65
300	6.60
500	10.50
1000	18.95



For Those Who
Want the Best

Kellogg's Raspberry- Blackberry Garden

\$2.59 Value for Only \$1.98

4 Varieties, 48 Plants

12 St. Regis	\$0.68
12 Cumberland61
12 Alfred65
12 Eldorado65

Regular Price \$2.59

Special Price 1.98

You Save \$0.61

Eldorado
Blackberries

← Alfred Blackberries

Here is one of the newer and very delicious blackberries to tempt your appetite, and to add profits to the commercial fruit grower's business. These fine blackberries measure $1\frac{1}{2}$ inches long and 1 inch in diameter and are a beautiful glossy black. They are almost free from seeds and core and when eaten make you come back for more, in fact, the nicest of all blackberries for eating fresh. Also good for pies, and jams.

Order Kellogg's plants for fine healthy, fast-growing stock that will quickly yield big crops.
HARDY.

PRICES

12 for	\$ 0.65
25 for	1.02
50 for	1.75
100 for	2.70
200 for	4.65
300 for	6.60
500 for	10.50
1000 for	18.95

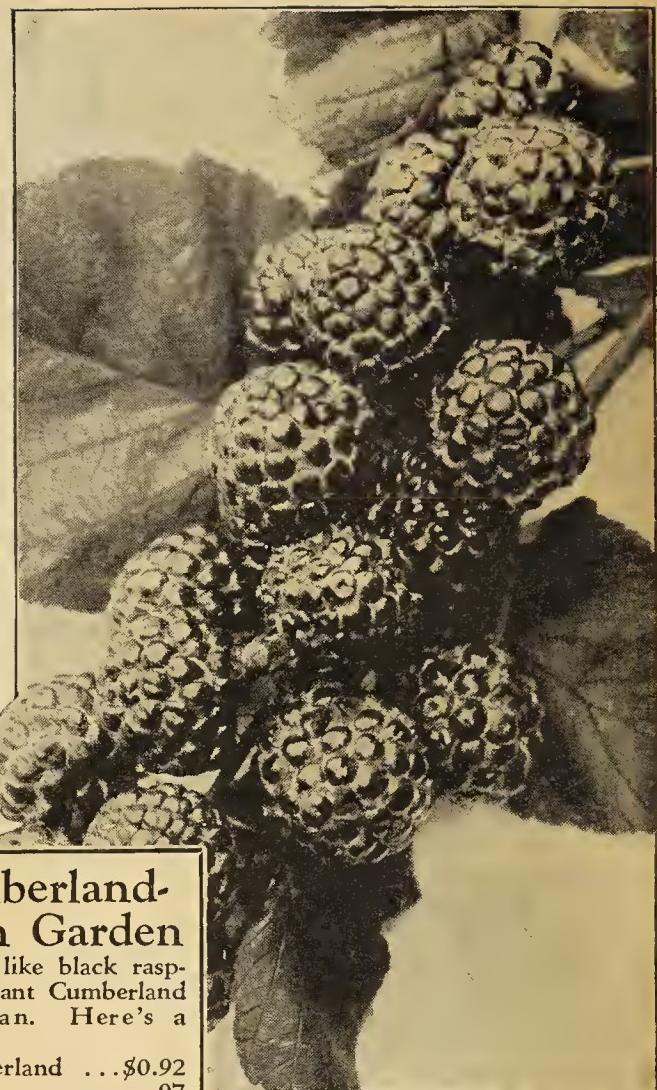
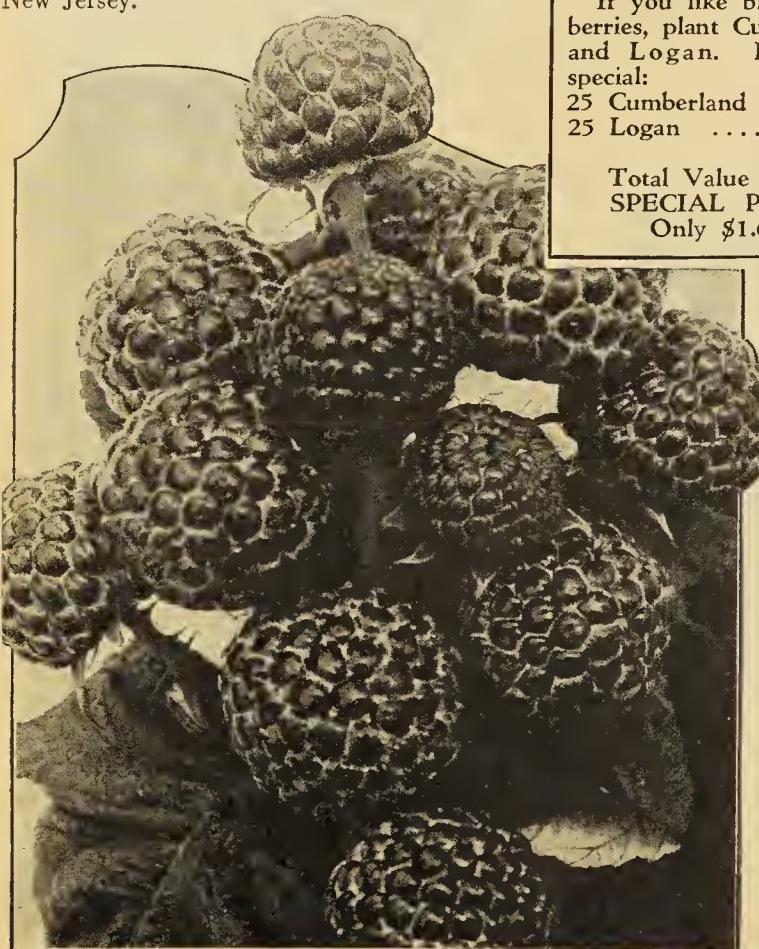
Cumberland Black Raspberries

We all love good black raspberry jam, and we like black raspberries fresh from the bush, too. For the best and most reliable variety plant Kellogg's Cumberland. Our strain is the finest and healthiest we have ever seen. Cumberland is the best mid-season black raspberry. Hardy, dependable, strong, tall grower. Extra heavy fruiter, large delicious berries. Succeeds everywhere, easily grown. Fine for home or market.

PRICES

	1-yr.	2-yr.
12 plants	\$ 0.61	\$ 0.80
25 plants92	1.30
50 plants	1.55	2.30
100 plants	2.30	3.80
200 plants	3.85	6.85
300 plants	5.40	9.90
500 plants	8.50	15.95
1000 plants	14.95	29.85

"I certainly can recommend to everyone your plants and products. My neighbors as well as myself never saw such abundant growth and production from such young plants."—GEORGE W. SCHULTZ,
New Jersey.



Cumberland- Logan Garden

If you like black raspberries, plant Cumberland and Logan. Here's a special:

25 Cumberland ... \$0.92
25 Logan97

Total Value ... \$1.89
SPECIAL PRICE
Only \$1.67

A Fine Cluster of Cumberlands

Logan Earliest of All Black Raspberries

You will find this early ripening black Raspberry with its large glossy purplish black fruit an unusual rich wild flavor which is extra fine. The berries are very firm and no crumbing and seeding. Heavy bearer, ripens a week ahead of Cumberland.

Will add to the profits of the commercial grower and will delight those who grow it for home use. Sturdy grower, heavy yielder, easily grown.

PRICES One-Year Plants

12 for	\$ 0.63
25 for97
50 for	1.65
100 for	2.50
200 for	4.25
300 for	6.00
500 for	9.50
1000 for	16.95

Cuthbert Red Raspberry

Best Midseason Red

Cuthbert, one of the oldest red raspberries, still remains one of the most popular for it really is the best mid-season red. A strong, hardy, healthy grower and heavy fruiter. Attractive bright red berries; fine flavor. Fine canner. Extra fine for home market or home garden.

Plants	CUTHBERT PRICES	1-yr.
12	\$ 0.63
2597
50	1.65
100	2.50
200	4.25
300	6.00
500	9.50
1000	16.95



Cuthbert

"I have always found your berry plants to be the best by test, and the nice delicious fruit your plants have produced for me has been marvelous." — Mrs. J. E. W. Richards, Neb.

"The raspberry plants just made a wonderful growth and every one lived. They were surely good, strong, healthy plants." —

J. W. Yearaus
Iowa

Latham

*The Latest of
All Red
Raspberries*



For those who want the best

Latham is one of the newer red raspberries that is making enviable records. The berries are exceedingly large (nearly 1 inch in diameter), deep red, not crumbly, and have a deliciously rich flavor. Bears very heavily. Fine for table use, fine for shipping. Plants are hardy nearly everywhere; fruit over a long period of years.

LATHAM PRICES

Plants	1-yr.
12	\$ 0.68
25	1.05
50	1.80
100	2.80
200	4.85
300	6.90
400	8.95
500	11.00
1000	19.95

Latham



St. Regis Everbearing - Red -

The Best Everbearing Red Raspberry

It's always a novelty to have fruit out of season, and St. Regis bears fall as well as summer and is the best fall-bearing red Raspberry known excepting the new Indian Summer, shown on page 35. Good, strong grower and heavy producer. Hardy in all soils and climates. Berries medium large, bright red and very delicious; wonderful for home gardens and a real novelty for home market.

St. Regis



Chief



PRICES OF ST. REGIS 1-yr.	
12 plants	\$0.68
25 plants	1.05
50 plants	1.80
100 plants	2.80
200 plants	4.85
300 plants	6.90
400 plants	8.95
500 plants	11.00
1000 plants	19.95

Chief

The Earliest of All Red Raspberries

Chief is another of those Minnesota originations that are so hardy, and is the earliest red Raspberry known. Beautiful, appetizing, fulfilling all promises of deliciousness. Berries deep red and large— $\frac{3}{4}$ inch in diameter. Firm—excellent shipper. Heavy and sure yielder; free from crumbling; grow anywhere that Raspberries can be grown. Healthy.

PRICES OF CHIEF

1-yr.	
12 plants	\$0.95
25 plants	1.25
50 plants	1.70
100 plants	2.75
200 plants	5.10
300 plants	7.20
400 plants	9.20
500 plants	11.00
1000 plants	19.95

Ready-to-Bear Raspberry Garden

This garden will bear for you this year, being made up entirely of strong 2-year plants. Gives you a \$7.35 value for only \$4.19. Best for the home garden. See varieties in color, page 35.

6 Indian Summer	\$2.40
6 Marcy	2.70
6 Taylor	2.25
Regular Price	\$7.35
Special Price	4.19
YOU SAVE	3.16



Big Profit Raspberry Garden

Enough for 1/8 Acre of Land

For the grower who wants to get started with raspberries for profit, and who is in doubt what varieties to choose, this Big Profit Garden is best. It is made up of all the best varieties and we supply good, strong, healthy, one-year plants that are hardy and easy to grow. It is offered, too, at a price that saves you money. You get a \$6.21 value for only \$3.67, 6 varieties, 150 plants.

25 Chief	\$1.25
25 St. Regis	1.05
25 Latham	1.05
25 Cuthbert97
25 Cumberland92
25 Logan97
Regular Price	\$6.21
Special Price	3.67
YOU SAVE	2.54

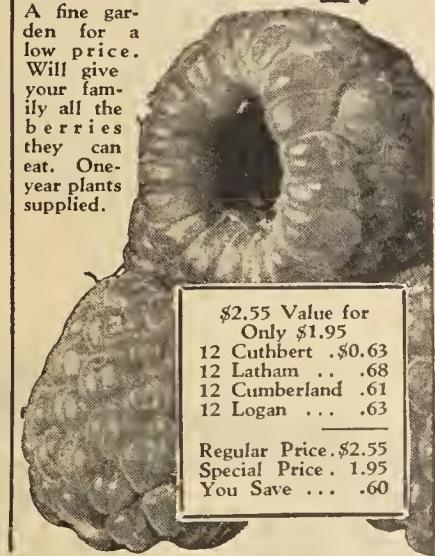
A **\$7.35**
Value
for only

\$4.19

Kellogg's Raspberry Garden

\$2.55 Value for Only \$1.95

A fine gar-den for a low price. Will give your fam-i-ly all the berries they can eat. One-year plants supplied.



\$2.55 Value for Only \$1.95
12 Cuthbert . \$0.63
12 Latham . .68
12 Cumberland .61
12 Logan . .63

Regular Price . \$2.55
Special Price . 1.95
You Save . .60



If your order from this catalog does not amount to \$5.00 remember that you can also buy your flower plants and bulbs of Kellogg—the finest that can be grown. If you haven't a copy of our flower catalog, write for one—it's free!



If your order amounts to \$5.00 or more, you may select an additional \$1.00 value—FREE

You will have no difficulty at all in finding something in this book valued at \$1.00 that you would like to add to your order free of extra cost. We give the extra dollar value free with every order amounting to \$5.00 or more so squeeze your pocketbook just a little bit and bring your order up to size. Then just as soon as you have made up a \$5.00 order, go through the book again and select any dollar value that you want and add it to your order free of charge. You will have nothing to pay for the extra plants excepting the very small amount for parcel post or express.

Watch Your Order

Often orders are received amounting to \$4.75, \$4.85 or similar amounts. A \$4.85 order for example, does not get the \$1.00 value free but by simply adding 15¢ more to a \$4.85 order you make it amount to \$5.00 and get the dollar value free. 25¢ added to a \$4.75 order does the same; 35¢ to a \$4.65 order and so on.

Let Your Friends Order With You

If you haven't room for \$5.00 worth of plants, let your neighbor help you. Nearly everyone can use some fruit plants or trees and your friends will be glad to order with you and help you get the \$1.00 value free. Or when two persons order together this way, the premium plants can be divided between them.

Garden Books Free to Lovers of Flowers

GUARANTY

We guarantee all stock to be just as represented or orders refilled free. We also guarantee all plants, trees, and other stock to reach you in good growing condition or orders refilled free, providing complaints are made immediately upon receipt of plants. Should no report be made within 10 days after receipt, it shall be mutually assumed that plants are satisfactory and no refund is warranted. Do not return plants unless so instructed by us.

Continued growth depends upon soil and climatic conditions, proper planting and care given plants—conditions we cannot control—hence is not guaranteed. We will, however, replace plants at half price if reports are made before October 1st of current season. Refills will be made during current shipping season if reports are received in time; otherwise during following season. Plants and other nursery stock cannot be returned for credit and we accept no obligation for their return. It is mutually agreed that in any event we are not liable for more than the purchase price of stock.

R. M. Kellogg Company

If you wish you may have your choice of either of the two books shown here if your order amounts to \$3.00 or more. One of the books also free in addition to the dollar value offered above if your order amounts to \$5.00 or more; and if your order amounts to \$8.00 or more you may have the dollar value free and both of these books.

Books completely described on pages 6 and 7 of our 1937 Garden Beauty Book, copy of which is sent to everyone who receives this fruit book. If for any reason you do not have a copy and are interested in flowers, ask for one.

You may combine your orders for flower plants and fruit plants to make a \$5.00 order and get these premiums free as offered above.



How to Order

ORDER EARLY.
Stock will be shipped at planting time. Early orders have preference at shipping time. January and February are none too soon.

P A Y M E N T in full should accompany all orders of \$5.00 or less. With larger orders you may send one-third with order, balance when you want shipment.

No C. O. D.

SEND MONEY by
postal, express or bank
money order, or registered
letter. Unregistered cur-
rency sent at your risk.
Add five cents for ex-
change on personal checks.

SHIPMENT of most smaller orders, parcel post. Large orders usually go by express.

SHIPPING SEASON.
All stock shipped at proper planting time. Early planting is best. Order early and let us ship early.

PLANTING INSTRUCTIONS sent free with each order.

CANCELLATIONS.
Orders not subject to cancellation or change during shipping season. Plants not returnable for credit.

MARRIED WOMEN:
Please sign your own and
husband's initials, like this
—Effie G. Smith (Mrs. R.
B.).

ALL PRICES in this book expire June 30, 1937.

SHIPPING CHARGES. You are to pay shipping charges when shipment is received. On express shipments you pay express company upon delivery; on parcel post shipments you remit postage to us after shipment is completed, unless order is large, in which case we may ship C. O. D. for shipping charges. We do not send small parcel post orders C. O. D. for postage, as this means unwarranted extra expense for you. Our method for these small orders is the fairest yet devised because you pay only the exact amount of postage.

Booked.....

ORDER BLANK

No.

R. M. Kellogg Co. Three Rivers, Michigan

No order accepted for less than \$1.00.

Name _____

Address

Town..... State.....

EXPRESS OFFICE: If there is no express office in your town, write name of nearest express town below, also give distance of office from you.

Town..... Distance.....

SHIPPING TIME

SHIPPING TIME
Best to leave this to us and we will ship at planting time, but you may check the approximate time you want plants shipped, at right, and we will endeavor to ship between the dates indicated. Check REGULAR if you want us to use our own judgment.

Customers in the South, check "REGULAR" and we will ship as soon as weather permits.

<input type="checkbox"/>	Mar. 15 to 31	<input type="checkbox"/>	May 1 to 10
<input type="checkbox"/>	Apr. 1 to 15	<input type="checkbox"/>	After May 10
<input type="checkbox"/>	Apr. 16 to 30	<input type="checkbox"/>	REGULAR

Four Grand New Raspberries

Raspberries are rapidly becoming the country's most popular small fruit. They are becoming the best money-maker for commercial growers with the possible exception of strawberries. And so when we were offered the opportunity of introducing these four new outstanding varieties to you, we quickly accepted. All are products of the New York Experiment Station at Geneva—all carefully tested—all give promise of rapidly replacing older sorts. We urge every commercial grower, and home gardeners, too, to try them.

For those
who want
the Best

We present these four new varieties to you in line with our policy to always search out the best things for Kellogg customers. Hope you like them—know you will.

Pictures in
color at right

Sodus Raspberry

Sodus is the most promising purple Raspberry so far. The berries are large, firm and attractive. Much superior to Columbian. Berries do not crumble as do those of Columbian.

Plants are vigorous, hardy and very productive, and so far have shown no signs of being subject to disease.

Sodus results from a cross between the Dundee Black Raspberry and the Newburgh Red Raspberry. You will like its unique flavor. Try it.

PRICES:

	1-year Plants
6 for	\$0.90
12 for	1.45
25 for	2.45
50 for	4.35
100 for	7.50

Marcy Red Raspberry

Marcy was the largest of all red Raspberries grown at the Geneva Station, and the size holds up well throughout a long season. The shape is long, conic, and flesh moderately firm and thick, with only a small cavity so that the variety should be a good shipper.

Color is medium red, bright if picked promptly, darker when dead ripe. Flavor mild.

Plants are tall, sturdy, vigorous, and hardy, with stalky canes that hold the fruit well off the ground. Should not need support. Fruit is borne out in the open so that picking is easy. Actual tests show that Marcy is the biggest of all the leading varieties. This fact alone makes it a good seller.

PRICES:

	1-Yr.	2-Yr.
6 for	\$1.80	\$2.70
12 for	3.25	4.87
25 for	5.95	8.92
50 for	9.75	14.62
100 for	15.00	22.50

Kellogg's De Luxe Raspberry Garden

We know that you will want to try all four of these brand new varieties, so we are making you the following special offer:

6 Marcy	\$1.80
6 Indian Summer	1.60
6 Taylor	1.50
6 Sodus	.90

Regular Price	\$5.80
Special Price	4.79
You Save	1.11

Special Price
\$4.79

Indian Summer Raspberry

This variety not only gives a summer crop but an autumn crop as well. Fine, large, delicious, medium red berries beginning early in September and continuing until stopped by frosts. Wouldn't you love to have Raspberries in the fall? This variety is bound to be a good money-maker because of the big demand for the fall berries.

Very hardy plants about medium height and vigorous. We certainly recommend that you try Indian Summer.

PRICES:

	1-Yr.	2-Yr.
6 for	\$1.60	\$2.40
12 for	2.85	4.27
25 for	4.95	7.45
50 for	8.95	13.45
100 for	15.00	22.50

Taylor Red Raspberry

Taylor, a new red, was reported as the best late variety on trial. Berries are very large and the size holds up well throughout a long season. The color is a bright, attractive, medium red; shape long, conic. Flesh thick and cavities small. The berries are firm and free from crumbling, which two facts promise shippers.

The plants are tall, unusually vigorous, and produce heavy crops. Canes are sturdy and hold the fruit well off the ground, and a support will probably be necessary. Hardy—following the severe winters of 1933 and 1934, a good crop was produced at Geneva. In 1934, ripened with Latham, and in 1935 about two days earlier.

PRICES:

	1-Yr.	2-Yr.
6 for	\$1.50	\$2.25
12 for	2.45	3.67
25 for	4.50	6.75
50 for	8.15	12.22
100 for	12.50	18.75





Kellogg's Premier

The 12-Point Perfect Strawberry

Kellogg's Premier is the best June variety of all. It is the most reliable money-maker. You can count on Premier for big profits. Note these 12 points of superiority.

- (1) Extra early. Fruits before others. Gets the high prices.
- (2) Frost resister. Keeps right on fruiting regardless of frost.
- (3) Extra heavy fruiter. No variety can compare with Premier for quantity of fruit produced.
- (4) Long fruiter. Premier is one of the last varieties in the season to stop bearing.
- (5) Berries solid. Stand shipping to market extra well.
- (6) Beautifully colored. Red clear through. Attracts buyers.
- (7) Beautiful shape. Note the berries above. Attracts buyers.
- (8) Best for canning and preserving. Retains shape and color better than any others.
- (9) Healthy. Resists disease. Seldom needs spraying.
- (10) Easy to grow. Premier succeeds under all conditions.
- (11) Bi-sexual. Does not require mating.
- (12) Delicious. A fine table berry as well as a market berry. This is the final test that makes customers come back again and again for more of your Premier berries.

If you wanted to plant only one variety of strawberries our advice would be "by all means plant Kellogg's Premier." We have more testimonials on the fruiting qualities and profits made from Kellogg's Premier than any other variety. Hitch your wagon to Premier and it will show you the way to big profits and complete satisfaction.

PRICES: 25 for 54c; 50 for 89c; 100 for \$1.24;
200 for \$1.94; 300 for \$2.64; 500 for
\$4.04; 1000 for \$6.95.



Kellogg's Big Sweet Wayzata

New records for sweetness . . . new beauty of color and shape . . . size . . . new records for heavy bearing and profits . . . new market value. This is the amazing new Strawberry that comes from Minnesota, the land of hardy, dependable Strawberries.

Flavor is sugary. Delicious for fresh-from-the-vine eating.

BEARS HEAVILY, BEAUTIFUL SHAPE, BEAUTIFUL COLOR.

Extra large, dark red, true top shape.

HEALTHY VIGOROUS GROWER.

Plants tall and bushy, large healthy leaves.

BERRIES FIRM AND SOLID.

Stand marketing just like standard varieties.

PRICES: 12 for \$1.56;
25 for \$2.54; 50 for
\$4.50; 100 for \$7.50.

Kellogg's Best-Two Garden

The best June-bearing variety, and the best everbearer—what an appropriate combination for your garden.

25 Premier \$0.54
12 Wayzata 1.56

Total Value \$2.10

SPECIAL PRICE
ONLY \$1.85

R. M. Kellogg Co., Three Rivers, Mich.